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FULL RANGE—OAK BARK

Hy-tex Brick

HYDRAULIC-PRESS BRICK COMPANY



# Hy-tex

The Standard of Quality in Brick

*"Neither frost, nor fire, nor time  
can destroy well-burned clay"*

HYDRAULIC-PRESS BRICK COMPANY

Woodmen of the World Building, Omaha, Nebraska

LARGEST MANUFACTURERS OF FACE BRICK IN THE WORLD





*C. J. Meriwether, Architect*  
Residence, Louisville, of Hy-tex full range rough reds



## *Foreword*

**B**UILDING has always been a serious problem for the great majority of men and women, whether they approach it as an individual building a home, or as a member of a committee or board called upon to build a church, school, hospital or fraternal building. Such an expenditure represents an investment that is to be utilized over a long period of years. A right decision in the selection of materials is, therefore, a matter of considerable importance.

So it is but natural that thoughtful men and women are today studying their building operations along the lines of recognized business principles. Initial cost and "operating costs," as the business man would call them, are considered in their proper perspective.

As the largest manufacturers of Face Brick in this country we welcome this attitude, for we feel sure that the deeper you go into your study of building materials the more you will be convinced of the superiority and economy of Face Brick in general and Hy-tex in particular. The material in this book has been gathered in the hope that it may help you to a happy solution of your building problem.





*McKim, Mead & White, Architects*  
Pennsylvania Hotel, New York City, of Hy-tex gray matts



## Face Brick as a Building Material

IF by any chance, it were possible to announce the merits of Face Brick with all the freshness of a novelty to an American community which knew nothing about it, the demand for it would, no doubt, be tremendous, so marked is its superiority over other building materials used in this country today. It is always easier for us to approach with an open mind a subject about which we know nothing than a subject about which we may inadvertently have reached false conclusions.

The greatest handicap operating against the wider use of Face Brick today is the notion that it is an expensive material; whereas a study of the facts leads one to the conclusion that it is, in the long run, the most economical material one can use. It is true that this traditional prejudice against Face Brick is not as prevalent as it was a few years ago. That is why you see so many more Face Brick buildings being built than ever before.

We stress this prejudice against Face Brick at the outset, without here taking the time to disprove it, in order that you may approach the consideration of your building problem with an open mind.

Now let us consider the factors that are of basic importance in any structure, be it a house, a church, or a school; and, for the sake of convenience, let us consider them in connection with the building of a house. These fundamental considerations are *economy, durability, safety, comfort, beauty*.

Of these, economy is perhaps the chief, if it does not indeed practically cover all the others. You have a certain sum you can afford to put into a home and you wish to spend every dollar of it to the best advantage.

Economy, however, means very much more than a saving in the *first outlay*. You may feel at the start that in building you have saved something on certain expenditures, but it would be poor economy to discover that it was at the expense of *durability*. You could not afford to build insecurely or of poor material, so that with the first change of weather your house would begin to run down. Your initial economy would look very pitiful when it was checked off by repairs of all kinds and the general cost of maintenance. You can not afford to save on cheap material for it is dearest in the end.



Nor would you very seriously regard it an economy to build of flimsy material that, in case of fire, would endanger your *safety* and that of your family at any time. If "safety first" means anything, it means *safety in your home*, where you seek to protect from harm the most sacred possessions of your life.

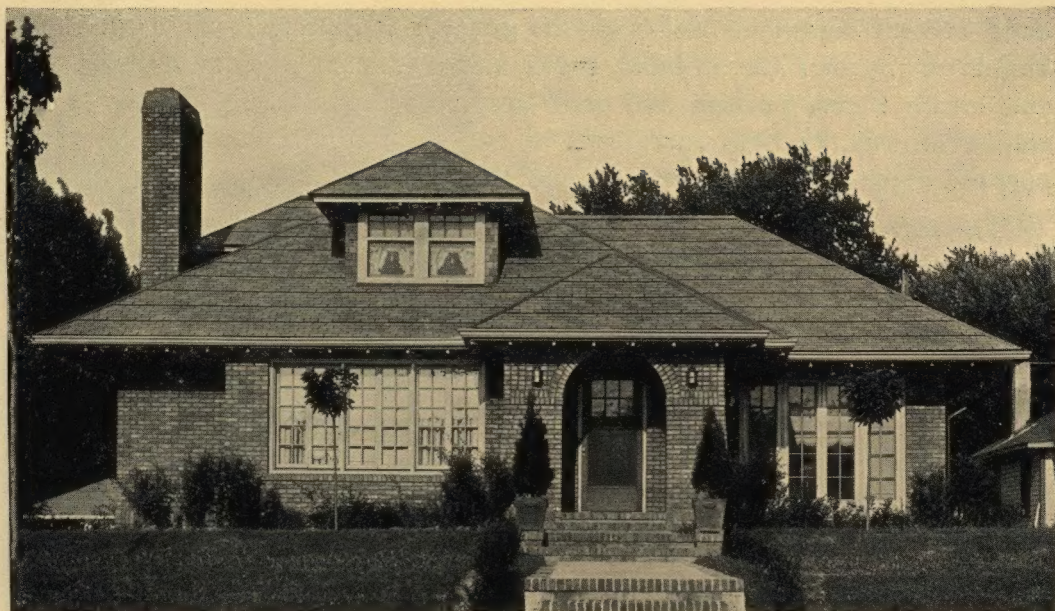
Then you could not consider it economical, if you found that the very purpose for which you build your house, *comfort*, protection against the elements, was defeated by the discomforts which your mistaken economy had been the cause of.

Finally, when you come to think about it, you will find that *beauty* in the appearance of your house is also a matter of economy. The external appearance of a house indicates the character of the occupant. Ugly,



Residence, Zanesville, Ohio, of Hy-tex full range Old English Harry C. Meyer, Architect





*Claussen & Kruse, Architects*

Residence, Davenport, Iowa, of Hy-tex Woodland mixture

dilapidated, run-down, a house tells the passerby what kind of a man lives within. Attractive, neat, kept-up, your house indicates your substantial standing in the community.

### *How Face Brick Meets the Basic Requirements in a Building*

A discussion of all the merits of Face Brick might well fill a volume. All that we intend to do here is to call your attention briefly to the things which you undoubtedly already know about Face Brick but which are so obvious that they are oftentimes overlooked.

In natural beauty Face Brick has no peer amongst building materials. Rare indeed is the person who has not been attracted by the beauty and charm of Face Brick. For brick is such a versatile material, with its multiplicity of colors and textures, bonds and patterns, that it appeals to persons of the most divergent tastes.

In surface texture you can get in Face Brick the sheen of satin, the rich softness of velvet or tapestry, the clean smoothness of dressed stone, or the rustic effects of rough hewn granite. When it comes to color tone, you



have at your command well-nigh the entire range of the spectrum. Every variety of tint and hue, in buffs, grays, and reds, running from delicate pink and cream tones, puritan and steel grays, through exquisite yellows and golden browns, to rich warm reds of every shade, on down to green and purplish coppers, bronzes and gun metal blacks.

The soft interblending of shades and tints, taken in connection with the depth, width and color of the mortar joint, gives the designer in brickwork artistic opportunities he can find in no other material; and when there is added the possibilities of bond, pattern, and panelling, he has practically an unlimited range of artistic elements for beautifying the wall surface. And as the Face Brick wall ages it will not fade out or lose its charm or beauty. The colors are natural and are burned in with fire. The brick wall surface will not fade out or deteriorate, but mellow and grow softer and richer in tone as the years go by. Blending with the trees, vines, and shrubbery about it, the brick house is like a gem in its setting. It is always a pride to the



*H. A. Stout, Architect*

Residence, Atlantic City, N. J., of Hy-tex gray matts





*Dercum & Beer, Architects*  
Detail, Entrance of Residence, Cleveland,  
of Hy-tex full range rough reds

owner, a real satisfaction and asset to the neighbors, and a joy to the passer-by, radiating to all by its beauty the comfort and good cheer, the kindly charm and generous hospitality of those who created it and live within. The Face Brick house expresses a character and individuality impossible to obtain in any other building material.

Face Brick is just as durable as it is beautiful. It meets every structural requirement demanded of it. It is strong enough for skyscrapers, hence it is strong enough for homes. Evidence of the durability of brick can be found

in the architectural monuments of every civilized nation on the globe; and much that we know of extinct civilization is due to the wonderful lasting qualities of this material.

On the score of fire safety little need be said. Brick is the product of fire and therefore impervious to fire. Brick resists fire better than any other known building material—a fact reflected in dwelling house fire insurance rates.

In the matter of comfort, the brick house has very striking merits compared



*Keene and Simpson, Architects*  
Detail of Residence, Kansas City, of  
Hy-tex full range rough reds



with frame and stucco. It is true that with care and at considerable added expense in construction, frame or stucco may be made very comfortable against weather. But, as too frequently built, especially with an eye to initial economy, frame or stucco make a poor wall on the score of comfort.

In addition to the cracks and openings about doors and windows, it is these insecure wall shells in a frame or stucco house that often permit those uncomfortable draughts and chilly currents which are not only so uncomfortable, but dangerous to the health of all the occupants of the house, especially to the children and the aged.

With a brick house, the substantial walls, which in themselves are solid and tightly jointed, not only conserve the heat, but make it possible to maintain a uniform temperature. It is a draughty room, or one in which the temperature is changing and uneven, that is dangerous to health. Brick walls save not only fuel bills, but doctor bills; and parents, even if they may be careless about themselves, cannot afford to overlook considerations of this kind where their children are concerned.

Thus it is that Face Brick meets your requirements for beauty, durability, safety and comfort. In the next chapter we shall try to show you that it also meets your requirements of economy.



*Wm. B. Ittner, Architect*

Central High School, Minneapolis, of Hy-tex full range rough reds



## *The Economy of Face Brick*

IF the only cost in home-owning were the original cost, the economics of home-building would be simple. But, whether one considers them in planning his home or not, there are other costs to be reckoned with, for they exact their toll as unfailingly as the passing of the seasons. Maintenance, depreciation, insurance rates, fuel bills and resale value are vital factors in the cost of home-owning and must be given equal weight with initial cost if one is to arrive at a sound conclusion. These are not matters of sales talk. They become apparent to anyone who will apply ordinary business principles to the building of a home.

### *Comparative Costs*

It isn't always an easy matter to find in any locality a frame, a stucco and a brick house all of the same size and with the same equipment, built from the same floor plans and specifications at the same time and under the same conditions. If you can find three such houses you'll have a direct comparison of first cost on the three common types of construction. To compare the costs on houses which are not identical would be of little value to you. For the differences in cost may be affected very considerably by such items as amount of excavation, size of basement, amount of cubic contents, kind of interior trim, decorations, heating plant, plumbing, etc.

For some years various agencies interested in comparative building costs have been carefully checking up on the costs of the different types of construction. They have done this by securing actual bids in various cities throughout the country on houses identical except for the outside walls.

The most recent and the most thorough of these investigations have been made by the American Face Brick Association. In the fall of 1919, the Association, wishing to test out comparative figures under war inflated costs, secured bids from all over the country on various types of structures among which was a seven-room dwelling. There were five different types of wall, as indicated in the table; otherwise the rest of the house was exactly the same. Nineteen bids in all were received, averaged and reduced to percentage differences. The actual costs naturally ran higher than figures gathered in previous years, but it was observed that the comparative difference on various types of construction remained practically the same.



As prices experienced a good deal of fluctuation from 1919 to 1921, the Association tried out again in the spring of 1922 the comparative costs on a seven-room residence, but this time in Chicago as a locality fairly typical of the rest of the country. Five bids were secured from different sections of the metropolitan district, and the figures came out as shown in the table. The minus sign indicates less than the cost of frame, taken as the base.

*Table of Percentage Differences in  
1919 and 1922*

YEAR	FRAME	STUCCO	BRICK VENEER	BRICK ON TILE	SOLID BRICK 8-IN. WALL
1919	0.0%	0.5%	4.4%	6.5%	6.1%
1922	0.0%	-0.2%	4.7%	6.2%	6.0%



Residence, Cleveland, of Hy-tex rough reds

*W. S. Lougee, Architect*





*J. Walter Ketterer, Architect*

Residence, Kittanning, Pa., of Hy-tex full range rough reds

It must be carefully kept in mind that while the houses bid on were exactly alike except the exterior wall, considerable difference was shown not only between different localities but between different contractors in the same locality. While generally these differences are due to different labor and market conditions there must always be recognized what may be called the personal equation or the peculiarities of the individual contractors. Therefore it is always well to get several bids on the house you intend to build.

Besides, it must be remembered that you can modify the cost of your house considerably either up or down by the quality of such items as hardwood finishes, lighting fixtures, heating system, and plumbing.

Eliminating the variability of such items from the account, you may figure on your brick house as running not more than from 5% to 10% in first cost over frame, depending on the type of brick wall you build.

Taking 7% as a fair average, an \$8,000 frame house could be built of brick for \$8,560. At the outset it seems as if the Face Brick house is more expensive, but it must be remembered that so far you have dealt only



with the one cost—the first cost. The brick house if it is eventually to prove more economical, must save on future costs. And that is exactly what it does.

### *Maintenance Charges*

The owner of a frame house who has just received a painting bill of \$200 or \$300—to be conservative—or who has had a carpenter touch up his house, needs no reminder that maintenance is one of the costs of home-owning. A frame house requires paint every three years and any effort to save on this charge only increases the repair costs. It is well to bear in mind that the woods commonly used on the exterior of houses today do not have the lasting qualities of the woods used by our fathers. There are, after all, but a few species of wood suitable for exterior purposes, and they are limited in production. And now that we have had long enough experience with stucco houses, it has been found that this type of construction also has its constant toll of repair and upkeep charges if the exterior is to be kept weathertight and presentable.

A brick wall requires no painting. Its surface is everlasting. Nor does it require patching or repairs. The painting and repair bill for the brick house



*W. F. Nelson, Architect*

Residence, Indianapolis, of Hy-tex varied toned dark matts





*Le Beaume & Klein*

Detail of Residence, St. Louis, of Hy-tex  
full range red matts

is very small and covers only those items that are made of other materials, such as the exterior trim, doors and windows.

The \$8,000 frame house which might have been built of brick for 7% more, or \$8,560, will require several times the saving of \$560 for painting and repairs before the structure is many years old. And these bills never cease but continue as a burden to the owner through all the years of his occupancy.

### *Other Fixed Charges*

The largest single item in the cost of operating a house is the fuel bill; and the size of your fuel bill is determined by the type of construction used in the

walls of your home. In the first place the brick wall offers the best protection against wind pressure. There are no cracks through which the cold air on the outside can be forced, and so act on the warm air on the inside.

Heating experts also declare that the brick wall presents a stronger barrier to the passage of heat and cold than the frame or stucco wall; and that this greater resistance in the brick wall represents a saving of from three to nine per cent in the heating of a house.

A comparison of the insurance rates on frame and brick houses reveals another saving made by brick and also



*W. R. McCornack*

Detail, Entrance of School, Cleveland, of  
Hy-tex rough reds



indicates the natural fire-safety of the brick house. Insurance rates are based on fire losses and thus the insurance savings of 19% to 37% tell a story of fire safety based on actual facts and fires. Face Brick in conjunction with an incombustible roof covering furnishes that degree of fire safety which every man would like to give his family. Not only does the brick house save on the insurance for the house itself but it also makes an appreciable saving on the insurance covering the contents.

### *Depreciation*

Aside from the ordinary expenses of upkeep, appraisal engineers calculate a certain percentage for annual depreciation, or general wear and tear of the building. Just as a shoe may be kept good enough for wearing by repairs, it nevertheless is constantly undergoing a gradual depreciation from its original value. So it is with a house; no matter how much you spend on maintenance,



Stoneleigh Courts, Washington, D. C., of Hy-tex smooth grays

*W. Hill, Architect*





Residence, Indianapolis, of Hy-tex Ivory matts *E. D. Pierre, Architect*

there is always, in spite of that, a general process of wear and tear or depreciation which more or less slowly lowers the original value of your house.

An instance of what house depreciation is and how it works is shown by the Lloyd-Thomas Company of Chicago, appraisal engineers, in an elaborate report to the Building Committee of the Chicago City Council, February, 1915. This report shows that a brick house does not depreciate for the first five years, and after that only at the rate of 1% a year; while from the start the frame house depreciates at the yearly rate of nearly 3%. Other authorities place the depreciation of wooden buildings from 2½% to 5% a year.

Thus a frame house valued originally at \$8,000 would depreciate \$2,000 in ten years, figuring at 2½%, the lowest estimate given by appraisal engineers; while the \$8,560 brick house would depreciate only \$428 in that time. This one saving in the brick house wipes out the difference in initial cost several times over. Depreciation is often overlooked in planning the building of a home, and while it works unseen it is a factor of the utmost importance in case, at some future date, you decide to sell your home.





*Lehman & Schmitt, Architects*  
Euclid Avenue Jewish Temple, Cleveland, of Hy-tex full range rough reds



## *Choosing the Brick for Your Home*

ONE of the most fascinating pleasures of home-building is the selection of the brick and the designing of the pattern effect for the outside walls.

As you observe the Face Brick houses about you, you will be surprised at the number of different wall effects that may be obtained. With the variations in color, texture, and kind of brick as well as in the bonds and mortar joints, the possibilities in wall effects are almost unlimited.

With the help and guidance of one who knows brickcraft, you can attain your ideal and thus possess a home truly individual in appearance and of the rarest beauty. Nowhere in homebuilding may the desire for the creation of distinctive and artistic effects be given such full expression.

In the selection of Face Brick for your home, the first thing to be considered is quality. You need no reminder that bricks differ in quality just as do all other manufactured products.

For over half a century the Hydraulic-Press Brick Company has been building the reputation for quality which Hy-tex Brick enjoys today. During that time the Hy-tex organization has grown from one to twenty-two plants, scattered over the eight great clay producing states. This growth is the outcome of a manufacturing and merchandising policy, consistently pursued for more than 50 years, by which the company has won a wide public confidence that insures the continued patronage of its customers. Hy-tex quality



*Waddy B. Wood, Architect*  
Masonic Temple, Washington, D. C., of Hy-tex  
smooth grays



is the natural result of always utilizing carefully selected clays and shales and of employing thoroughly competent and experienced experts in the process of manufacture.

But equally important with Hy-tex quality in the product is Hy-tex service. This service which the Hydraulic-Press Brick Company renders is two-fold, first, in the great variety of choice it offers the intending purchaser; and, secondly, in prompt and reliable delivery on the job.

It is obvious that with twenty-two plants, situated in eight of the best clay producing states in the Union, the company is able to turn out every possible variety of Face Brick, both in color and texture; and that the numerous distributing centers for Hy-tex Brick bring Hy-tex service practically within the reach of all. Whether it is the lightest colored creams, grays and buffs, or the darkest reds and browns, in smooth, semi-smooth, or rough



*Shepard & Loiser, Architects*  
Georgian Court Apartments, Kansas City, of Hy-tex brown matts





*Frederick Wainwright Perkins, Architect*

Residence, Lake Forest, Ill., of Hy-tex full range reds

textures, you can find just the brick you want to meet your particular purpose or taste. Hy-tex offers you literally hundreds of varied tones in the gray, buff, or red basal colors. In a word, if you are trying to decide what brick to use, you will find it worth your while to apply to the Hy-tex branch office or representative nearest you, where you will find the widest ranges of color and texture from which to make your selection.

And you can find the right brick not only for the exterior walls of your house, for garden walls and walks, terrace and steps, porches and pergolas, but also the most delicate tones and textures for the walls of the vestibule,



*R. M. Milligan, Architect*

Detail, Entrance of School, St. Louis, of  
Hy-tex full range red matts



We invite you to avail yourself of such service as we can render. Come to our Exhibit Rooms and talk over your brick problems. We may be able to clear up many questions for you and help you in a variety of ways. As we manufacture all colors and textures of brick, we are not prejudiced in favor of any. It is simply our purpose to help you find the brick best adapted to your building project. The panels in our exhibit will greatly aid you in making a selection, since they show various colors and textures of brick laid in different bonds and mortar joints, and so give you an idea of how the brick you select will look in the living wall. A visit incurs no obligation on your part; and it is always a pleasure for us to talk with people interested in Face Brick, and Face Brick problems.



*Sonnemann & Justement, Architects*

Residence, Washington D. C., of Hy-tex full range red matts



# Hydraulic-Press Brick Company

*Main Office:* SAINT LOUIS, MISSOURI

Central National Bank Building

GEORGE A. BASS, *President*

RALPH SIMPKINS, *Vice-President*

F. W. MILES, *Vice-President*

GEORGE F. BAKER, *Sec'y & Treas.*

## *Branch Offices and Exhibit Rooms*

BALTIMORE, MD.

Munsey Building

B. Figgins, Sales Manager

CHICAGO, ILL.

Chamber of Commerce Building

W. P. Varney, Manager

CLEVELAND, OHIO

5005 Euclid Avenue

A. S. Fielding, Manager

DAVENPORT, IOWA

Putnam Building

C. W. Irwin, Manager

DUBOIS, PA.

Deposit National Bank Building

A. B. Lyon, Manager

INDIANAPOLIS, IND.

Board of Trade Building

E. C. Hervey, Manager

KANSAS CITY, MO.

Rialto Building

H. F. Williams, Manager

MINNEAPOLIS, MINN.

Builders Exchange Building

O. C. Bauer, Manager

NEW YORK CITY

381 Fourth Avenue

Fredenburg & Lounsbury

OMAHA, NEB.

Woodmen of World Building

H. W. Bubb, Sales Manager

PEORIA, ILL.

V. H. Cartright, Manager

PHILADELPHIA, PENN.

Otis Building

J. M. Crowell, Manager

ROSEVILLE, OHIO

George C. Earle, Manager

TOLEDO, OHIO

Ohio Building

Jas. F. O'Connor, Manager

WASHINGTON, D. C.

Colorado Building

H. E. Stringer, Manager

*Largest Manufacturers of Face Brick in the World*







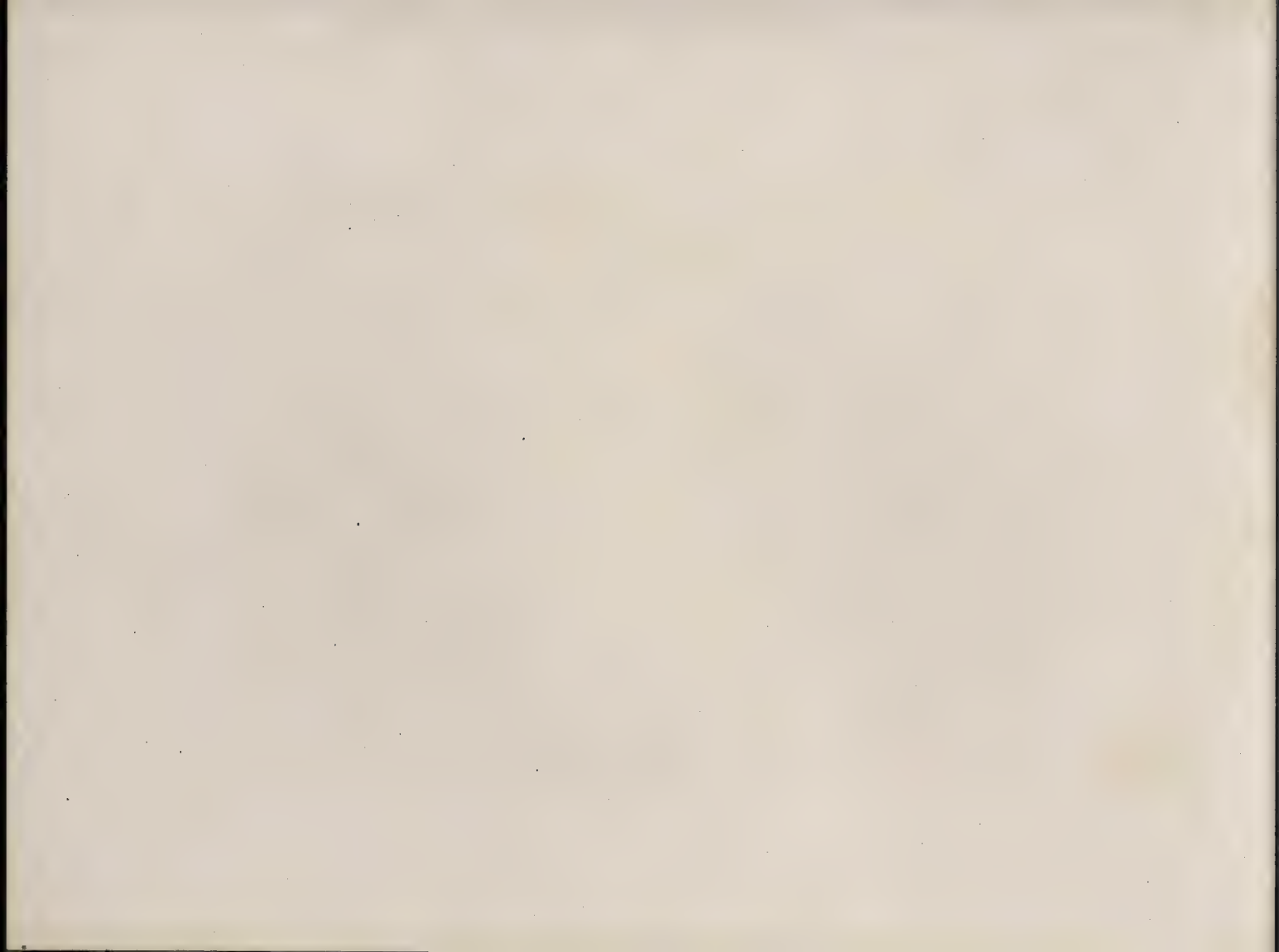


Hytex Brick

HYDRAULIC-PRESS BRICK COMPANY

FULL RANGE—OAK BARK

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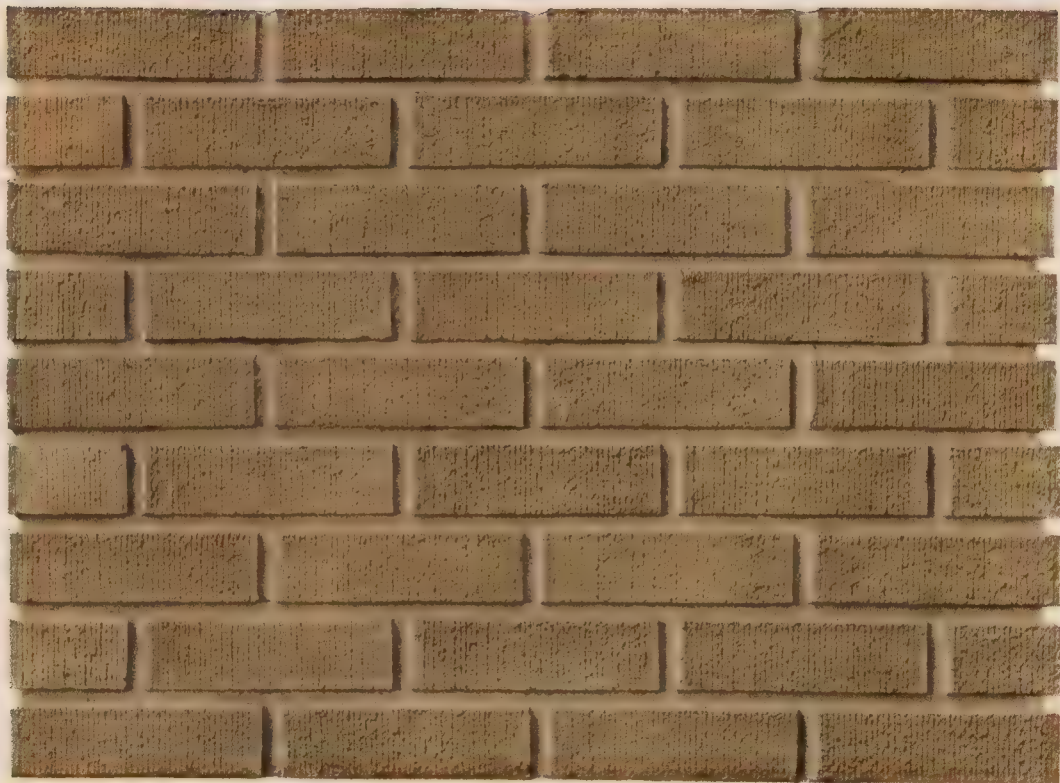
**Hytex Brick**

HYDRAULIC-PRESS BRICK COMPANY

GRAY PREMIER







\$ 37<sup>50</sup>

**Hytex Brick**

HYDRAULIC-PRESS BRICK COMPANY

BUFF PREMIER







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HYDRAULIC-PRESS BRICK COMPANY

FULL RANGE VELOUR







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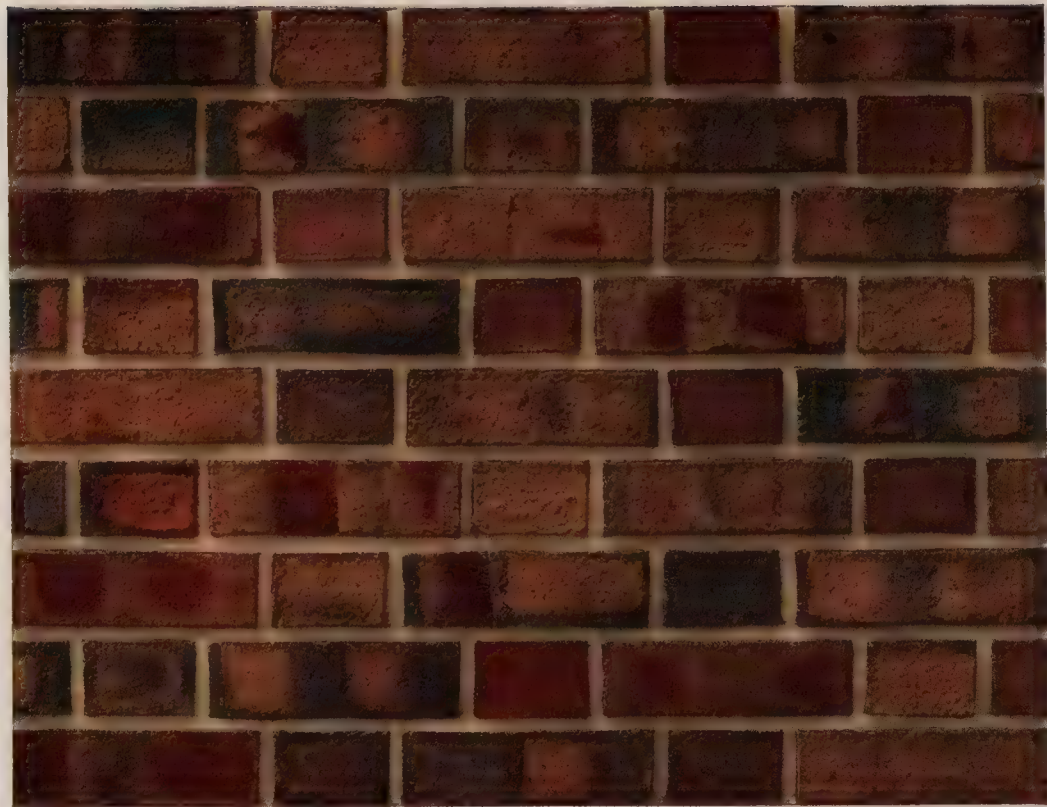
**Hytex Brick**

HYDRAULIC-PRESS BRICK CO.

FULL RANGE RUSTICO







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HYDRAULIC-PRESS BRICK COMPANY

OLD ENGLISH OXFORDS





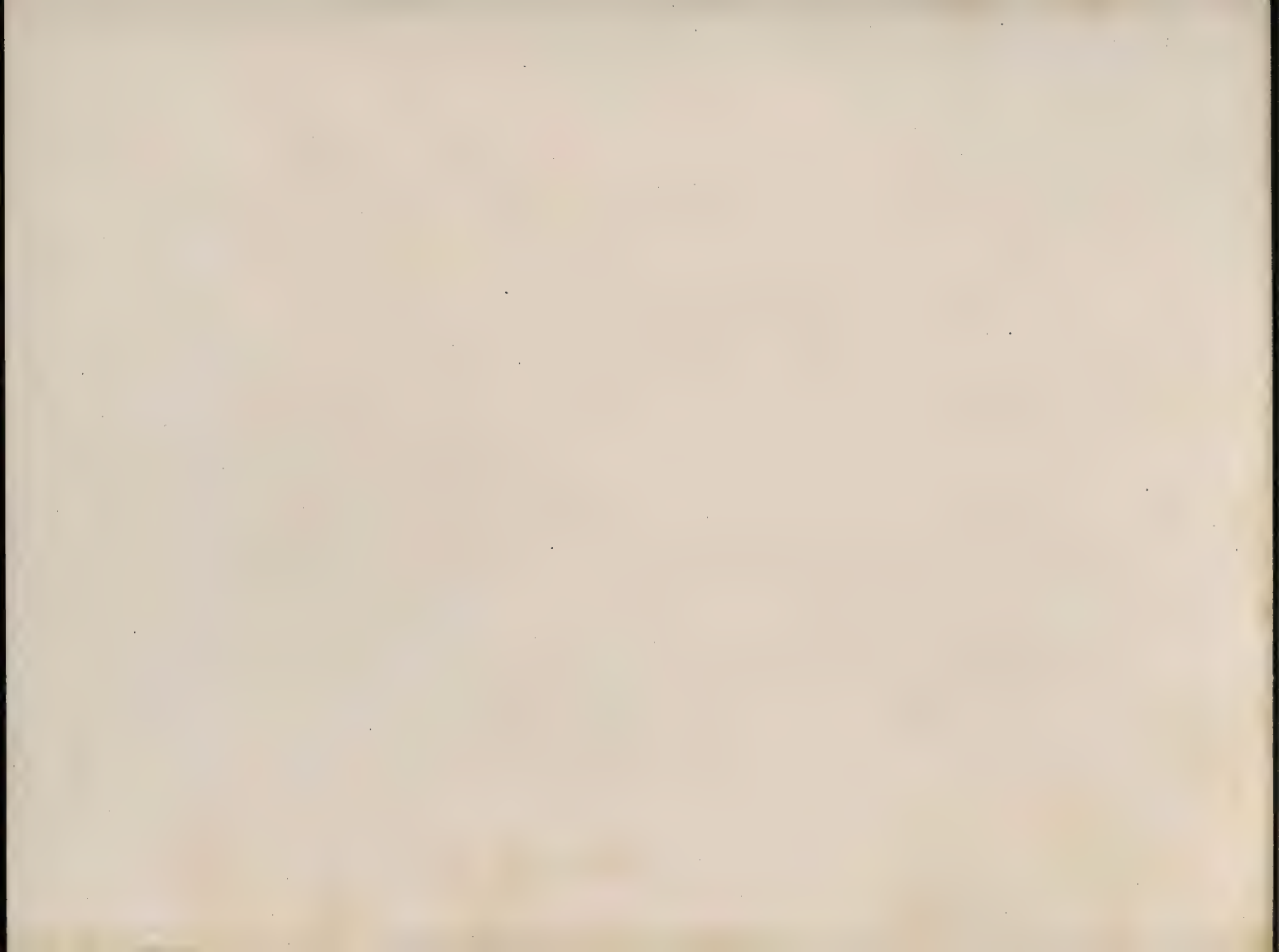


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Hytex Brick

HYDRAULIC-PRESS BRICK COMPANY

RAINBOW CAMEO







Hy-tex Brick

HYDRAULIC-PRESS BRICK COMPANY

FULL RANGE VELOUR

3400







RESIDENCE, BROOKLINE, MASSACHUSETTS  
BY M. T. COLEMAN

HY-TEX FULL RANGE ROUGH REDS

HYDRAULIC-PRESS BRICK COMPANY

**Hytex Brick**



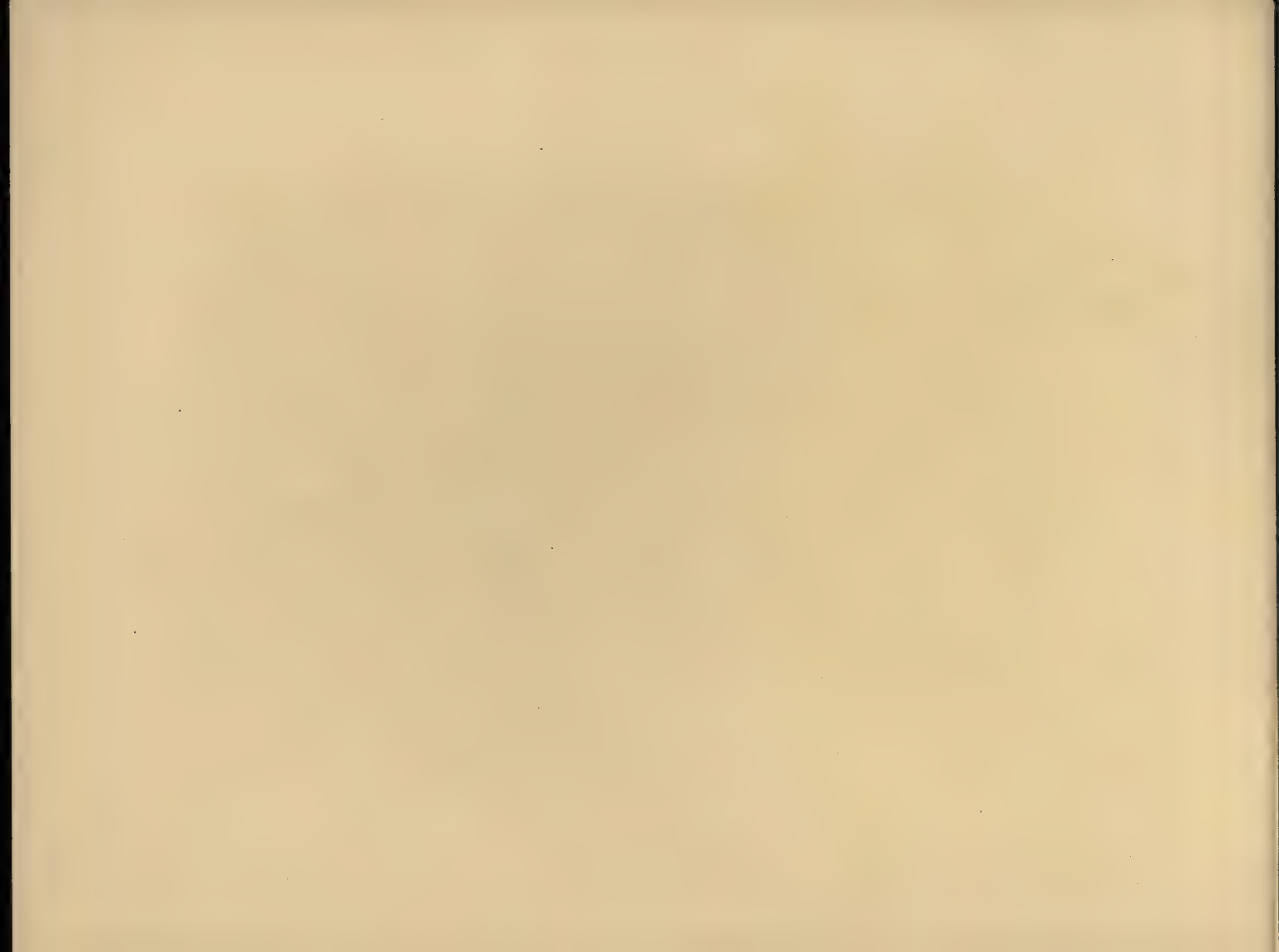




MORTON B. STERNFELS RESIDENCE, INDIANAPOLIS, INDIANA  
BY J. L. HOLMES

HYDRAULIC-PRESS BRICK COMPANY

Hy-tex Brick







T. W. BARHYDT RESIDENCE, TERRE HAUTE, INDIANA  
BY JOHN EBERSON

HY-TEX FULL RANGE ROUGH REDS

HYDRAULIC-PRESS BRICK COMPANY

**Hytex Brick**





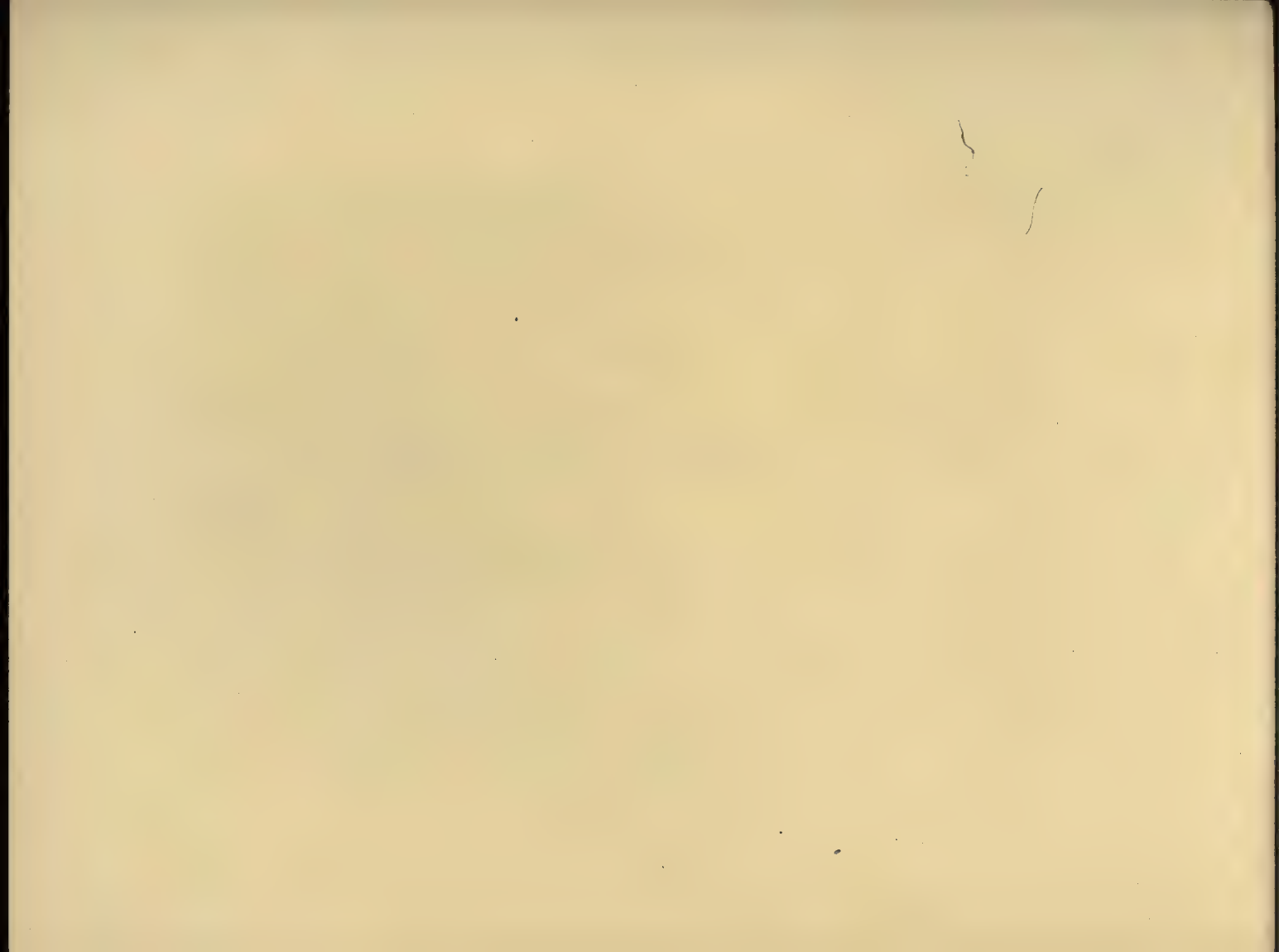


E. E. LEACH RESIDENCE, BALTIMORE, MARYLAND  
BY WALTER M. GIESKE

HY-TEX FULL RANGE ROUGH REDS

HYDRAULIC-PRESS BRICK COMPANY

Hy-tex Brick





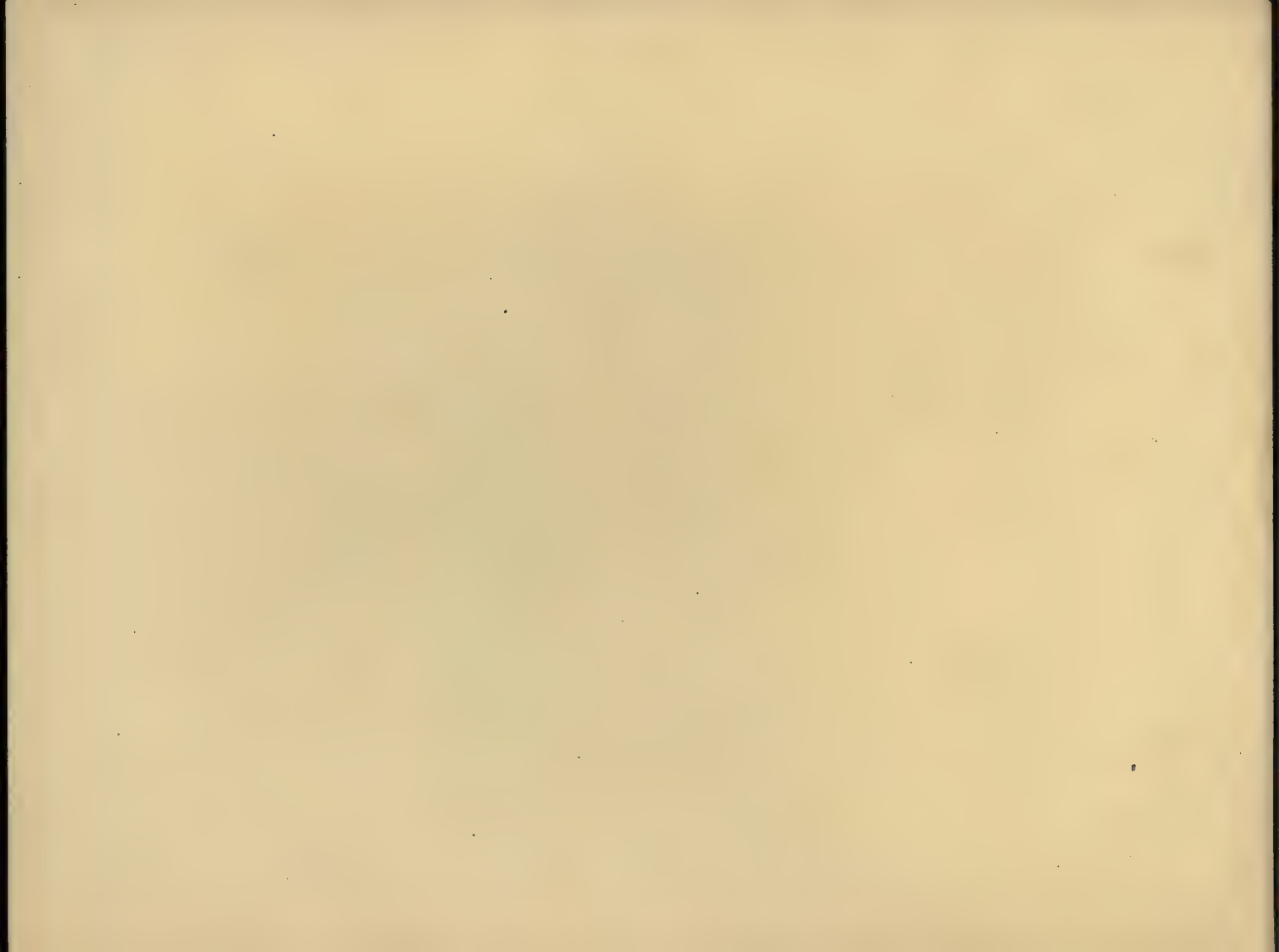


L. H. FOX RESIDENCE, KANSAS CITY, MISSOURI  
BY SHEPARD & WISER

HY-TEX COLONIAL RED MATTS

HYDRAULIC-PRESS BRICK COMPANY

Hy-tex Brick





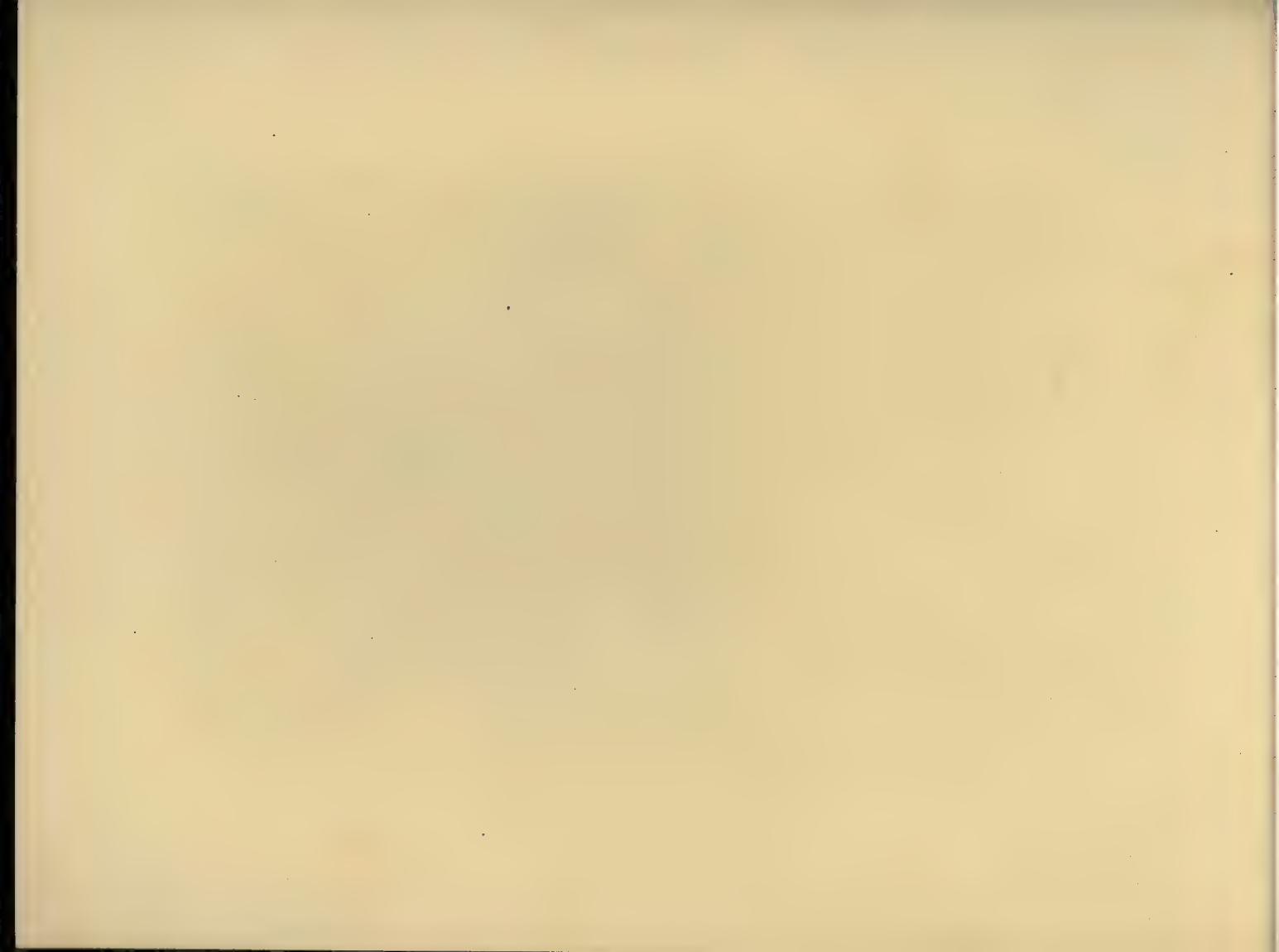
DAUST RESIDENCE, CLEVELAND, OHIO  
BY BOHNARD & PARSSON

HY-TEX RED MATTS

HYDRAULIC-PRESS BRICK COMPANY

Hy-tex Brick





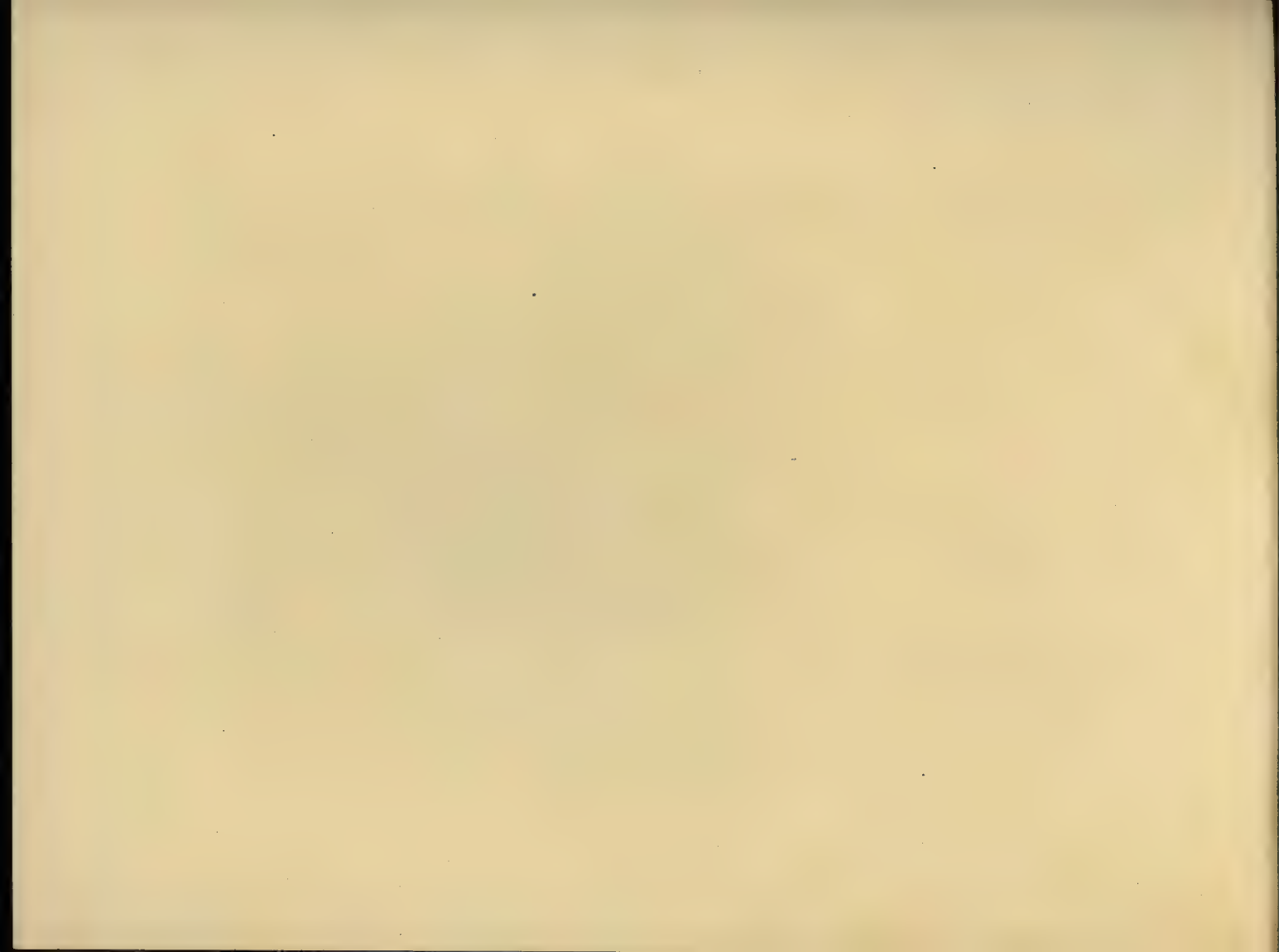


RESIDENCE, BELMONT, MASSACHUSETTS  
BY MOORE & SPERRY

HY-TEX FULL RANGE ROUGH REDS

HYDRAULIC-PRESS BRICK COMPANY

**Hytex Brick**







CHAPIN RESIDENCE, CLEVELAND, OHIO  
BY E. J. ANDREWS

HY-TEX FULL RANGE ROUGH REDS

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GEORGE PLATNER RESIDENCE, OMAHA, NEBRASKA  
BY F. A. HENNINGER

HY-TEX WOODLAND MIXTURE RUSTICOS

HYDRAULIC-PRESS BRICK COMPANY

Hy-tex Brick







HARRY COOPER RESIDENCE, OMAHA, NEBRASKA  
BY CHARLES ROSENBURY

HY-TEX NO. 17 CLEAR MATTS

HYDRAULIC-PRESS BRICK COMPANY

Hy-tex Brick







JOHN GARY RESIDENCE, GLENCOE, ILLINOIS  
BY FREDERICK WAINWRIGHT PERKINS

HY-TEX RED AND BROWN MATTS

HYDRAULIC-PRESS BRICK COMPANY

Hytex Brick





HY-TEX SEAL BROWN MATTS

LON R. MANZY RESIDENCE, INDIANAPOLIS, INDIANA

HYDRAULIC-PRESS BRICK COMPANY

Hytex Brick X







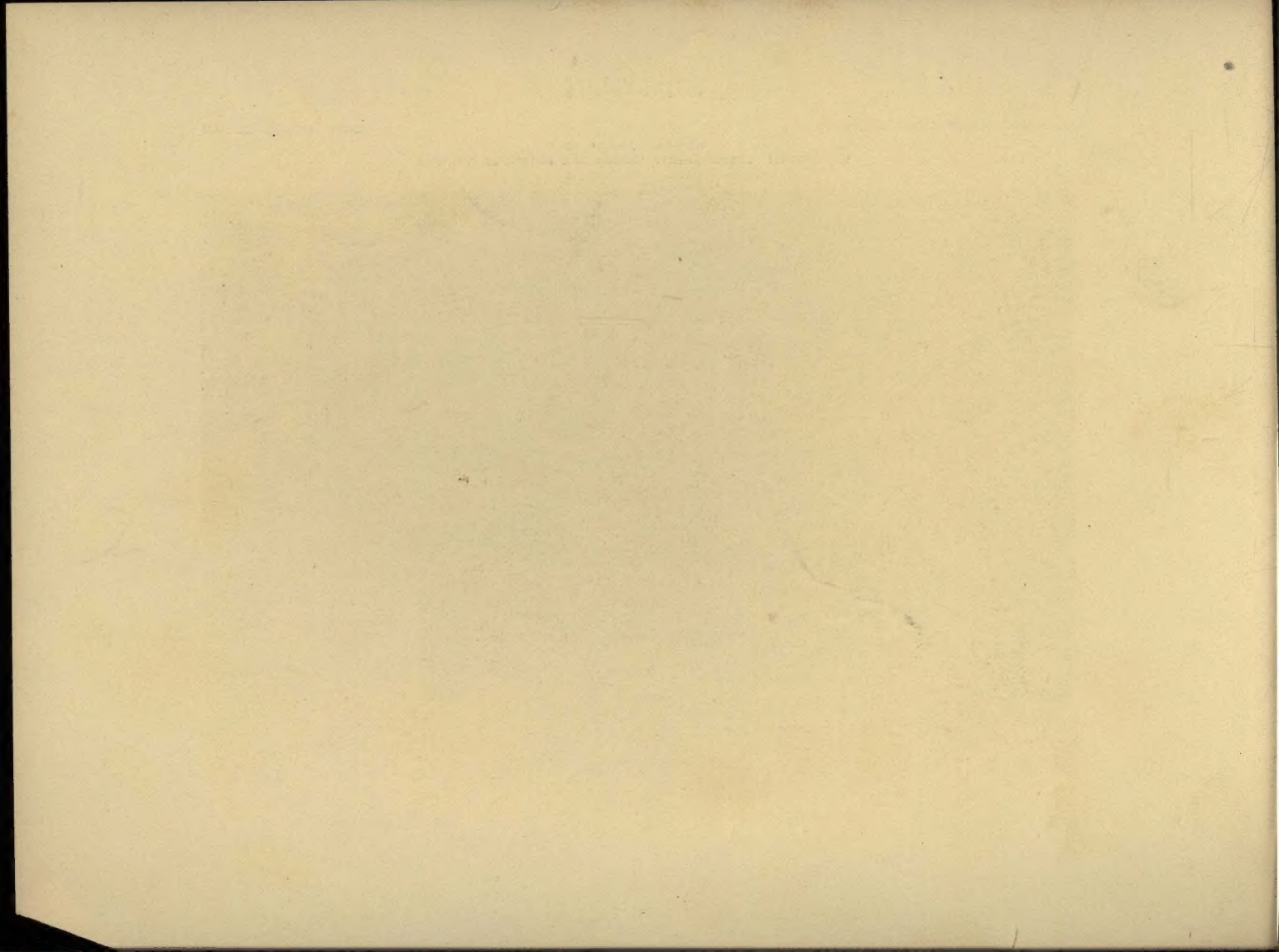
SAMUEL FLEISHER RESIDENCE, MINNEAPOLIS, MINNESOTA  
BY PERRY CROSIER

HY-TEX ROUGH REDS

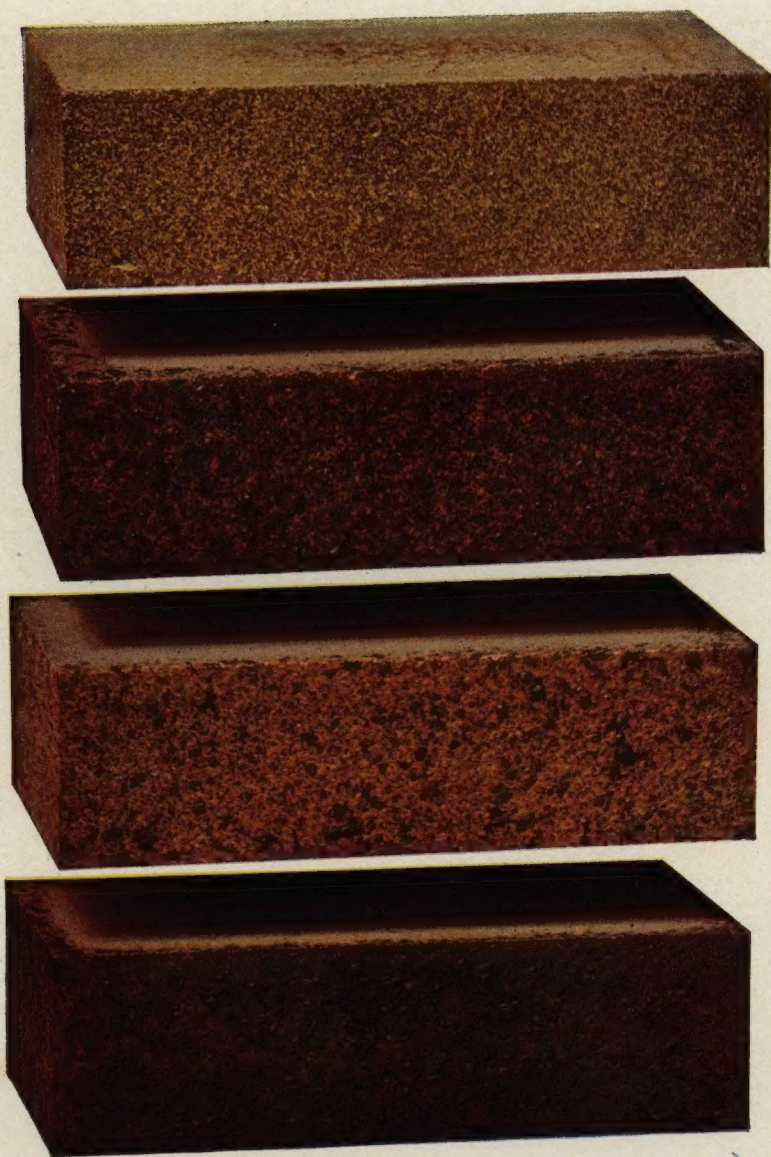
HYDRAULIC-PRESS BRICK COMPANY



Hytex Brick







Hy-tex 110—Shade 4  
 Hy-tex 110—Shade 12  
 Hy-tex 110—Shade 8  
 Hy-tex 110—Shade 14  
 (in order named)

*100 each  
 pkd in  
 Boxes  
 for  
 months*

# HYDRAULIC-PRESS BRICK COMPANY

MANUFACTURERS **Hy-tex Brick** DISTRIBUTORS

*Largest Manufacturers of Face Brick in the World*

*Sales Offices in Principal Cities—24 Plants*

*Main Office: ST. LOUIS, MO.*



